

Abstract

The bachelor thesis Comparison of election campaigns of the Green Party, Czech Pirate Party and the Free Citizens Party in elections to the Chamber of Deputies of the Parliament of the Czech Republic in 2013 focuses on strategies in the election campaign of three „single-issue“ parties during the by-election that was held in the Czech Republic in 2013. The thesis is based on the theoretical concept of political scientist Dariusz Skrzypiński, who divided election strategies of political parties into four categories: personal strategy, financial strategy, communication strategy and strategy of relations between parties. Methodologically considered, this bachelor thesis is a comparative case study with the aim of describing and comparing particular election strategies of three czech „single-issue“ parties when every single one of them covers a different main topic. The three parties are the Green Party, Czech Pirate Party and the Free Citizens Party.